



SÜRDÜRÜLEBİLİR TEDARİK ZİNCİRİ YÖNETİMİ

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Excellence Award to Balsu in Sustainable Supply Chain Management

Thanks to the steps we have taken and the efforts we have made in sustainable supply chain management, we were honoured with a [plaque of appreciation](#) at the “[Sustainable Supply Chain Management Excellence Award](#)” ceremony organized by the Supply Chain Management Association (TEDAR) and CGE Evaluation.

At Balsu, we remain committed to our goal of building a more fair, responsible, and resilient supply chain.



**BALSU****SUSTAINABILITY NEWSLETTER****MAY 2025**

May 14th – World Farmers' Day Activities



At Balsu, we celebrated May **14th World Farmers' Day** together with our farmers through events held across the country in collaboration with the Young Lives Foundation.

During the events, farmers shared their field experiences, while trainings on sustainable agriculture, digital literacy, and hygiene promoted good agricultural practices.

We view this special day not just as a celebration, but as a shared step towards sustainable, child-labour-free, and conscious farming.





Integrated Pest Management Continues for Yield and Quality in Hazelnut Production

According to estimates by the Istanbul Hazelnut and Products Exporters' Association, a yield loss of at least 35% is expected this year, with Türkiye's total hazelnut harvest forecasted to be around 600,000 tons for 2025. Frost events during the spring had a major impact on yield, causing significant economic losses for many producers. In addition to the drop in yield, pest control has become a critical issue for growers. In the Western and Eastern Black Sea regions, Balsu conducts pest monitoring activities in collaboration with contracted farmers, and based on the findings, provides guidance and recommendations for effective control practices. As part of the fight against the brown marmorated stink bug, pheromone trap applications have been implemented with the support of public-private partnerships and the Istanbul Exporters' Associations. Funnel traps distributed to farmers in Ferizli (Sakarya) and Gümüşova (Düzce) have made it possible to monitor pest density and develop targeted control strategies.

Beyond technical measures, education and awareness activities have also played an essential role in this process. Under Balsu's Technical Transfer Group Project in the Western and Eastern Black Sea regions, training sessions are ongoing. This group of lead farmers actively shares knowledge and experience with others, serving as field-level multipliers.





B.E.S.T Program: Digital Literacy and Hygiene Trainings for Seasonal Agricultural Workers

As part of the B.E.S.T Program, 100 families/women engaged in seasonal migratory agricultural labour in the provinces of Şanlıurfa, Diyarbakır, and Şırnak received training on **"Digital Literacy"** and **"Hygiene."** Conducted by the Young Lives Foundation, these trainings aimed to enhance parents' knowledge and skills in digital processes and basic hygiene practices.

Participants showed great interest in the digital literacy sessions. There was particularly high demand for learning how to use widely adopted digital tools such as e-Government (e-Devlet), the Centralized Hospital Appointment System (MHRS), and WhatsApp. Hands-on tablet-based sessions further increased engagement and made a positive contribution to the participants' digital skill development.





Collaboration Protocol Signed with the Hazelnut Research Institute

A collaboration protocol has been signed with the Hazelnut Research Institute to enhance knowledge and experience sharing and to develop joint projects focused on sustainable hazelnut cultivation in the context of climate change.

Within the scope of the protocol, field studies are planned in several areas, including biological control of the brown marmorated stink bug, microbial fertilizer applications, soil analyses, seedling supply, and pomological observations. These efforts aim to conduct comparative analyses on hazelnut yield and quality under varying application conditions.





Balsu Participated in Sectoral Risk Workshop within the Climate Change Adaptation Project

Balsu took part in the project ["Enhancing the Adaptation Capacity of Climate-Sensitive Industrial Sectors,"](#) implemented in collaboration between the Ministry of Environment, Urbanization and Climate Change and the Istanbul Chamber of Industry, under the food products sub-sector.

During the "Workshop on Assessing Climate Change-Induced Risks" held as part of the project, potential risks to supply chains and factory operations were discussed and prioritized in cooperation with stakeholder institutions, including Balsu.

At the workshop, attended by TÜBİTAK MAM, various universities, and private sector representatives, potential solutions to these risks were thoroughly discussed under the categories of private sector, public institutions, finance, and R&D.

